

HELPING THE DEALER.

The Pike Manufacturing Co., Pike, N. H., have earned the everlasting gratitude of retail dealers and at the same time, no doubt, an increase in orders by their recent action in placing in the dealers' hands display cases containing Pike goods, so arranged that they practically act as their own salesman. In putting out these boxes they are doing what so many manufacturers fail to do—helping the dealer sell goods—and in their particular line of goods this action should be especially pleasing to the dealer, inasmuch as few dealers are—or, for that matter, could be expected to be—well posted on the uses of each article in Pike's varied assortment of edge producers.

In announcing the "coming out" of the new boxes Pike Manufacturing Co. says:

"Realizing that the average retail dealer is not carrying a complete assortment of sharpening stones, that perhaps he is not always giving the stock he has the necessary display to induce sales, and realizing that an assortment of any class of goods in an attractive display box is preferred by all dealers, we have been led to make an innovation in our line of business, by offering on the market an Assorted Oilstone Box and an Assorted Scythe-

cover. The introduction to this folder is interesting; it reads as follows:

"Eighty-two years ago, way back in the hills of Old New Hampshire, was discovered a ledge of rock, the pieces of which when used on a knife or scythe, demonstrated its wonderful cutting qualities. A primitive mill was erected; women and children worked at the rubbing wheels shaping the stones for the market. When finished the stones were peddled about the surrounding country and even were sent down the Connecticut River to the great city.

"Year by year their name and fame spread; the little mill was supplanted by a larger one; this in turn gave away to another and still the sale of this remarkable stone increased. Year succeeded year and with each succeeding year came larger sales. One line of Scythestones was not sufficient to meet trade demands. From other parts of New Hampshire came stones of different grit, but of equal merit. From across the river in Vermont came another



ASSORTED OIL STONE BOX.

stone Box. We believe these are the best things we have ever put on the market, and that they will very largely increase your trade and profits in sharpening stones."

The Assorted Oilstone Box, which we illustrate herewith, is attractively gotten up, and contains an assortment of oilstones that should readily meet with sale. It is not too large to be placed on a counter, its measurements being 16½ in. long by 11¾ in. wide by 9½ in. deep. Each case contains a supply of printed matter for free distribution. A box of this kind enables the dealer to carry a small, choice assortment of goods, attractively displayed. To get the same assortment of goods in any other way, at equal prices, would entail a larger investment, take up more valuable room on the shelves or counter, and even then, not be in as attractive shape. Each stone is plainly marked with selling price, name and purpose for which it is best adapted, thus enabling the dealer to sell, and the purchaser to buy, intelligently.

In the "Oilstone booklet," a liberal supply of which accompanies each box, is the following:

"The first point to be considered in selecting an oilstone is the purpose for which it is required; many mechanics make the common mistake of expecting one oilstone to answer all purposes. It would be just as reasonable for a carpenter to use a coarse-tooth saw on fine cabinet work, as to expect a coarse-grained, fast-cutting oilstone to impart a fine razor edge."

The Oilstone box contains 66 different articles, comprising 26 different varieties of oilstones. The list of articles, with retail price of each, is plainly printed on the inside of the cover, which, when the box is open, is in plain view of the customer.

The Assorted Scythe stone box, which is also illustrated herewith, is on the same general style as the Oilstone box and measures 10½ inches long by 12 inches wide by 10½ inches deep. This box contains one dozen each of six different kinds of scythe stones and eight "Corundum" scythe stones. In the inside of the cover is an attractively printed card, on which is set forth the names and uses of the different scythe stones and the retail prices of each. A more detailed description of these goods is given in the folders, a supply of which is carried on the inside of the



ASSORTED SCYTHE STONE BOX.

grit. The little business, started in such a modest way, developed year by year; the Scythestones were sent all over the world. To-day the name and fame of Pike's Scythestones are known everywhere. So out of the modest and primitive industry started in 1823, has grown a world-wide business.

"Goods that have stood the test for more than three-quarters of a century and are to-day recognized as the world's best product in their line, are the goods you want to buy, and buy again. You may be sure that a reputation built up by the unremitting efforts of so many years will not be jeopardized by lending itself to any article of inferior merit. On this we base our claim to your confidence."

These boxes are being placed in the hands of the retail dealers on ninety days' trial, with a discount of 2% for cash within thirty days and at a price that leaves a good profit for the dealer. Every stone in every assortment is guaranteed to give satisfaction to the user, and all unsold or unsatisfactory goods may be returned to be exchanged for new goods or for whatever has been paid for them.

Taken altogether, the Pike Manufacturing Co. is offering the retailers a "square deal" in every particular.

SAXON INDUSTRIAL SCHOOLS.

There are seven industrial schools in Saxony which have been founded for the sole purpose of training young men to become competent and skillful locksmiths and blacksmiths. These schools are supported in the first instance by the blacksmith and locksmith guilds of Saxony. They also receive annual subventions from the Saxon Government, and private individuals from time to time aid them with voluntary contributions.



AT THE SIGN OF THE TIGER

YOU WILL FIND

**The Most Satisfactory Composition
Oilstone on the Market**

Grand

Prize

St. Louis



1904

EXHIBIT OF PIKE MFG. CO.

EXCLUSIVE SELLING AGENTS OF INDIA OILSTONES

MANUFACTURED BY

NORTON EMERY WHEEL CO., Worcester, Mass.

SOLE SELLING AGENTS

PIKE MFG. COMPANY

PIKE, N. H.

(OVER)

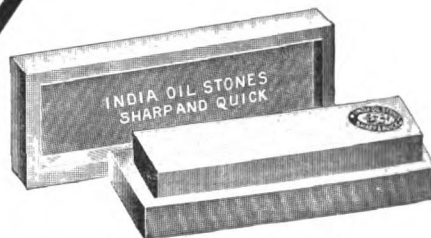
INDIA OILSTONES

HARDEST
SHARPEST
QUICKEST



INDIA OILSTONES
GIVE
SATISFACTION
EVERY
WORKING
DAY

54
DIFFERENT
SHAPES



INDIA MOUNTED BENCH STONE



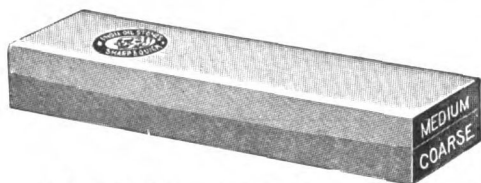
INDIA ROUND EDGE SLIP



TRADE

MARK

3 GRITS
COARSE
MEDIUM
FINE



INDIA COMBINATION BENCH STONE



INDIA GOUGE PLUG



INDIA WHEEL

INDIA
OILSTONES
ARE FOUND IN
THE TOOL CHESTS OF
ALL FIRST-CLASS MECHANICS

For
Metal and
General
Woodworkers

Tools

(OVER)





**Exclusive
Selling
Agents
For**

INDIA OILSTONES

Made by NORTON EMERY WHEEL Co., Worcester, Mass.



**Used Every
Working
Day**

Made in 54

Different Shapes

and Coarse, Medium

and Fine Grits



SPECIAL FEATURES

Stones even and clear grain-
ed throughout.

Remarkable cutting qual-
ities.

Great strength of material.

Adaptability to all required
shapes.

Beauty of form and surface.

Hardest

Sharpest

Quickest

**Found
in the Tool
Chests of all
First-Class Workmen**





A Message from The President of the Pike Mfg. Co. Pike, New Hampshire to the Retail Merchant

Mr. Retail Merchant :

I have spent the greater part of the three score years of my life in developing the sharpening stone business, ever having in mind the need of our friends, the retail merchants. Pike's Assorted Oilstone and Scythestone Boxes are the development of an idea of my own. They are conveniently and attractively arranged, and the goods well displayed. They enable the dealer to have an assortment of guaranteed sharpening stones in compact form; to save time in making sales; to better be able to induce sales on sharpening stones; in fact it is not hard for the wide awake merchant to comprehend the many advantages of buying and offering for sale sharpening stones in these assortments.



Oilstone Box No. 1 19x13x10½" Weight 90 lbs.



Scythestone Box No. A 13½ x 11½ x 10¾" Weight 70 lbs.

Oilstone Box No. 1 contains 79 salable sharpening stones, which list at \$34.20. Merchants' price is \$20.00. Notice the display tray.

Scythestone Box No. A contains 80 salable scythestones, which list at \$12.20. Merchants' price is \$6.00.

These Assortments leave the merchant a handsome profit. May I ask you to give this matter your consideration.

E. B. Pike

P. S.--We guarantee the sale of these assortments.

SOMETHING NEW

FROM

A VILLAGE AMONG
THE MOUNTAINS OF
NEW HAMPSHIRE.

Goods
Well Displayed



PIKE

WORLD'S HEAD-
QUARTERS FOR
SHARPENING STONES

Are
Half Sold



SCYTHSTONE BOX A

Contains 80 Salable Scythe Stones.
Consumers' Prices Amount to \$12.20
DEALERS' PRICE, \$6.00.



OILSTONE BOX No. 1

Contains 79 Salable Oil Stones.
Consumers' Prices Amount to \$34.20.
DEALERS' PRICE, \$20.00.



SELLING ASSORT- MENTS

The outcome of 82 years experience in
catering to the requirements of the
HARDWARE MERCHANTS.

Special Features:

Economy of Room.

Goods conveniently and attractive-
ly arranged and displayed.

Saving in time in making sales.

Every stone guaranteed to give
satisfaction to the user.

Sale of goods guaranteed to the
dealer.

Handsome margin of profit on each
box.

Duplicate stock may be used for
refilling.

Selling prices marked on every
stone in every assortment.

Other advantages which every wide-
awake merchant will recognize
and appreciate.

SEND YOUR ORDERS AT ONCE

PIKE MFG. CO.

New York Branch
151 Chambers St.

Pike, N. H.



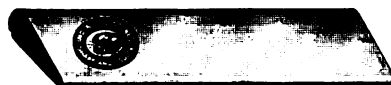
**Exclusive
Selling
Agents
For**

INDIA OILSTONES

Made by NORTON EMERY WHEEL Co., Worcester, Mass.



**Used Every
Working
Day**



Hardest

Sharpest

Quickest

**Found
in the Tool
Chests of all
First-Class Workmen**

SPECIAL FEATURES

Stones even and clear grained throughout.

Remarkable cutting qualities.

Great strength of material.

Adaptability to all required shapes.

Beauty of form and surface.

Made in 54

Different Shapes

and Coarse, Medium

and Fine Grits.





INDIA OILSTONES

Were placed upon the market in the year 1897, since which time their merits have been rapidly recognized and their uses have widely increased, so that they are now demanded for all kinds of sharpening work in every part of the world.



Up to the time of the introduction of the India Oilstones, the idea prevailed that artificially made sharpening stones could not replace those produced from the natural rock. The fallacy of this has been positively proven by the rapid and complete success of the

"INDIA OILSTONES-Sharp and Quick!"

The uniformity in grit and grade had much to do with their immediate popularity, but probably the greatest factor in bringing them to universal use was the fact that they could be produced with accuracy in any degree of coarseness or hardness to suit the particular work for which they are intended.



The fifty-four shapes in which they are regularly made and stocked, practically cover all the ordinary demands of the general trade, but when anything in special size, shape, grit or grade is called for, it can be made to order and delivered in reasonable time.



The materials of which they are composed are very carefully selected and prepared, and have peculiar qualities, which make the stones especially fitted for sharpening, *i. e.*, quick, cool cutting, combined with great durability. The seams and uneven spots with which it is necessary to contend in the natural product, do not occur in these stones.



Every stone is sold subject to the following guarantee, made good in any part of the world, "If this article should prove in any respect unsatisfactory, we agree to exchange or refund the full price paid for same."



MADE BY
NORTON EMERY WHEEL CO.,
WORCESTER, MASS.

SOLE SELLING AGENTS
THE PIKE M'F'G. CO.,
PIKE, N. H.



TALKING POINTS FOR RETAIL HARDWAREMEN

When a customer asks for a particular thing, it is very necessary that he be correctly informed regarding it. In other words you must "show him."

Now, take a SWATY HONE for instance. Imagine you have a customer in front of your show-case. You may lay that Swaty Hone before him with these positively true words:—

"That hone, sir, is a famous SWATY, the very name of which is a guarantee of its superior quality. It is manufactured abroad under conditions of the greatest care."

Have Your Clerks Read This

"The keen edge of a razor must be smooth. The Swaty Hone does that, and also gives that soft, gummy edge so greatly desired. One of the best features of that hone is the fact that it takes hold instantly and does its work so very quickly. Barbers say they can hone up a razor while a customer is in their chair and not have him notice any delay, if they use the Swaty hone. In the biggest shops in New York City, where haste is so necessary, the Swaty Hones are exclusively used."

"Seventy-five cents, sir, is all it costs. May I send it or will you take it with you? Send it? Very well."

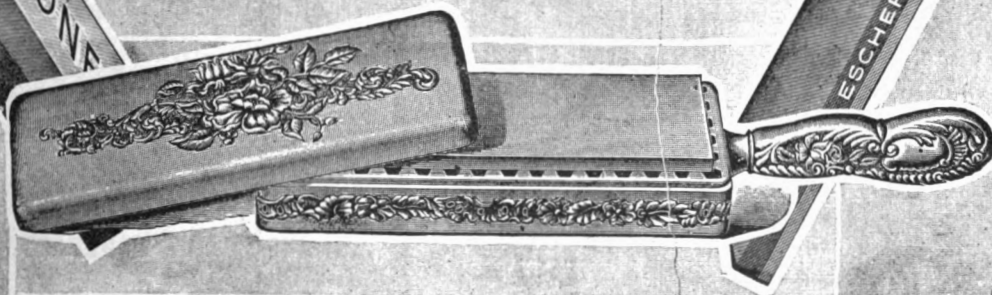
"Good day. Come again."

The above is authorized by the

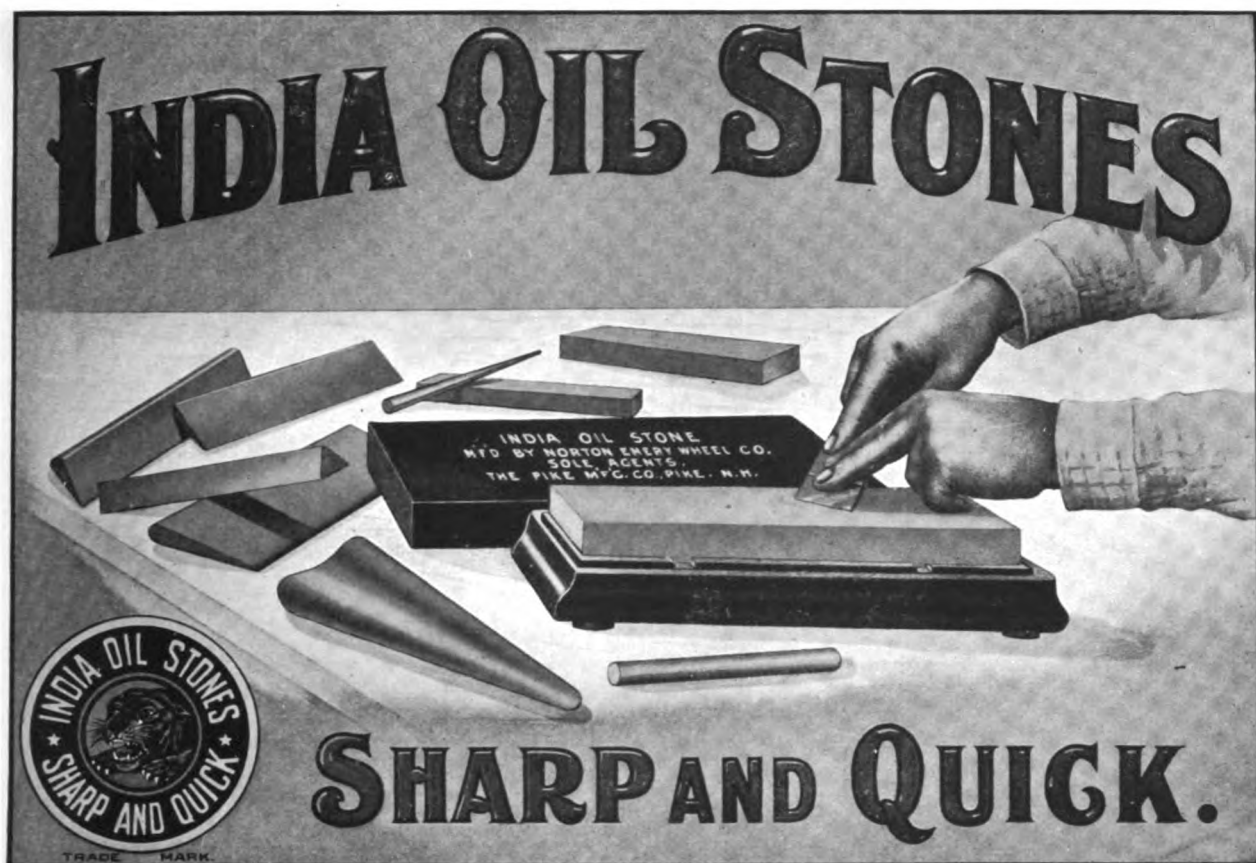
PIKE MFG. CO.

Pike, N. H.

P. S. The Pike Mfg. Co. are now putting up assortments of Razor Hones, which are convenient and display hones to advantage. A postal will bring full information



HARDWARE



Made in fifty-four different Shapes, and Coarse, Medium and Fine Grits.

INDIA OIL STONES

ARE

Hard, Sharp and Quick



India Oil Stones

are found in the tool
chests of all up-to-
date workmen.

And are sold under the follow-
ing guarantee:

"If this article should prove
in any respect unsatisfactory,
we agree to exchange or refund
the full price paid for same."

**"THE KIND YOU
CAN RELY UPON."**



MANUFACTURED BY

Norton Emery Wheel Co.
WORCESTER, MASS.

Sales Under the Exclusive Management of

The **PIKE MFG. CO.**
PIKE. N. H.



Mr. Jobber

Our house wants you to take up the sale of our Scythestone, Oilstone and Razor Hone Selling Assortments.

¶ These assortments contain guaranteed goods, packed conveniently in attractive display cabinets.

¶ Each cabinet is packed in a strong individual shipping box.

¶ You don't have to bother with unpacking a shipment of sharpening stones from the house, and then repack in small orders for the trade, with the resultant loss sustained by break-

age of stones and the loss of your most valuable asset-time. Just change the address on the box and re-ship. That's all! You have saved time and money. Good

wide-awake salesmen can sell enough of these assortments to reduce your selling expense to a minimum.

¶ We have three Oilstone, Two Scythestone and Two Razor Hone Assortments to offer. Either one will leave you a handsome margin for handling them. For further particulars write to



**There's
Dollars and
Cents in
this for you
Mr.
Jobber!**



**World's Headquarters
for
Sharpening Stones**

**The Pike Mfg. Co.,
Pike, N. H.**



India Oilstones

Hard, Sharp and Quick

Made in 54 different shapes and sizes, and in coarse, medium and fine grits.

Every Stone guaranteed to give satisfaction or money refunded.

Found in the tool chests of all first - class mechanics.

**For
Metal
And**

**General
Wood-
Workers
TOOLS**

**Manufactured by
Norton Emory
Whool Co.,
WORCESTER,
MASS.**



Solo Selling Agents

**Piko Mfg. Co.
PIKE, N. H.**

**New York Branch:
151 Chambers Street**